# The 28 Laws of Seduction

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# Law #1

# - Women are mirrors

To begin this book we will start with the most important law of all… and that is the understanding that women are not independent thinkers. They don't think in terms of "is this the truth". They think from the mental frame of "will others accept me if I think this is true''. This mentality originates back to tribal times where women and beta men would conform to whatever the tribe's consensus was to not face exile. Over years and years of conditioning this became habitual in the way women think. They follow whatever trend, political stance, or social norm is the most popular at the current time.

What I need the reader to understand is that men can use this knowledge to their advantage. You see women just reflect back to us whatever we think of ourselves or tell them to think. You'll notice a girl will start to date a guy and before you know it she has all the same political views as him, hobbies, slang, etc. She literally adopts his entire personality. But also she adopts his own views of himself. For example if you do not respect yourself, she will not respect you. If you are not confident in yourself, she will not be confident in you. She is an incredibly observant creature who will pick up on your body language, voice tonality, and eye movement. She will unconsciously read into these signs to determine your level of confidence and experience with other women.

You need to understand that this is also why women will listen to their friends more than her boyfriend. If her friends tell her that he is a liar or cheater, she will believe it even if it is not true. So only the men who are extremely confident and assertive will be able to program her mind with more power than outside influence. This is why cocky and arrogant men get all the women. Women do not stop to consider if a man is cocky out of insecurity or if it is because he is actually deserving of possessing this attitude. Instead she will just start to adopt the perceptions he has of himself and view him in the same light.

The easiest way to get a girl to like you is to never speak negatively of yourself or show weakness. Because if you do, you are programming her to think this way about you. What you need to do instead, is to only speak highly of yourself and you will start to program her subconscious mind to think the same way about you.

# Law #2

## - Attraction forms from insecurity

You must understand that a girl's attraction forms from insecurity. She is a sensitive creature who bases her own self worth off of how men view her, but not all men. Only high value men as she cares only about how worthy men treat her. However she will still feed her ego with the attention of betas. This is why women will keep herds of men around them that they do not intent to date just for the free attention. As attention is her favorite form of currency.

She wants the man who doesn't want her. This is true because the majority of girls have endless options. They have men in their messaging box complimenting them 24/7. Their egos are being stroked daily. This gives her a false sense of confidence because only her ego is being built up, not her actual sense of self. As she is only ever complimented and validated for her looks instead of her actual personality.

This is why women thirst trap on instagram and only care about their looks. They have been led to believe that all men care about is their looks. Which is true to a degree but men also seek much more than looks. But the current state of female minds does not understand this so they only focus on their looks instead of building value in other areas. What this means to us men is that her confidence is like a glass tower… throw one brick at it and it shatters. Meaning that if you hurt her ego you now become her source of validation.

You are the first man in a long time not to kiss the floor she walks on like all of these other dudes who just throw free attention at her. When you don't treat her the same way as all these other men, she subconsciously starts to view you as a superior man. A man who is not a simp, a man with higher value than herself. This will cause her to base her own self worth off of how you view her. You become her egos muse as you are the only man she doesn't receive free attention and validation from. Seduction is a game of cat and mouse and you have just become the mouse, so let her purrr.

# Law #3

# - Beat her at her own game

Women are masters of manipulation. They were not born with physical attributes such as strength to obtain power, so she was born with the ability to manipulate. Women use this innate ability to manipulate the minds of men to gain power. All women are masters of the game but the majority of women are unconscious of their use of manipulation tactics. This is why she will be dramatic one second but then the next second she will have completely changed her mood towards you. She will even cry on demand to suck you into her frame and get you to do what she wants. Some girls do this on purpose, some do it instinctively.

Women know the exact emotions to respond with to trigger emotion in you. She will post on instagram just to fuck with your head, she will leave you on read just to make you chase after her, she will do something wrong and than play the victim just to have power over you. If you are unaware of this and think she is just being “emotional” then you are being played. You must begin to analyze her behavior from the viewpoint of “is she trying to manipulate me into thinking or feeling this way” because 90% of the time she is.

Once you understand that she is playing mind games with you 24/7 whether consciously or unconsciously you can start to beat her at her own game and become in control of the relationship. Ways you can do this is by mirroring her behavior. Post an instagram story at the club to make her think you're out talking to other girls to make her jealous. Leave her on read and don't text her till she starts double texting you. Tell her that her behavior is making you have second thoughts about her to get her to behave correctly. Tell her that you arent attracted to women who can't accept responsibility for their actions. That you won’t commit to girls who play victim. She can't play games with you if you can see and point out her attacks. Love is war, understand this.

# Law #4

## - She will reject you just to stroke her own ego

To reference back to law #2, women are egotistical creatures. Everything they do comes from a place of emotion, not logic. And she will do whatever it takes to stay in this high and mighty place of entitlement. You must understand women will reject men they find attractive just to be able to go to their friends and say “look at this guy I just rejected, he wanted me so bad”. Even though all you did was walk up to her to say hi and ask for her number. You didn't simp but her friends don't know that. Just like how men will lie to other men about how much money they make & how many birds they get to impress them. Women will lie to their friends just to look cool as well. They want the status that comes with being the girl who rejects every guy because she thinks she's a "10". Some women would rather give their ego a hit of dopamine than actually find love.

Another reason they will do this is because an ex boyfriend will have hurt her ego so badly that she now takes out her hatred for him on other men. She will start to be a bitch to all men for simply existing just because of how much animosity she has towards her ex. This is why some women are so rude when all you did was walk up and say hi. Deep down she is hurt and hurt people have a tendency to hurt others. When you understand this you will stop judging yourself when a girl does this to you. There is nothing wrong with you, she is just being a bitch because her anger overrules her logic. So don't take every rejection personally, women will reject you for reasons that have nothing to do with you. Understand this and keep approaching more women till you find a girl who doesn’t hate all men just because she dated one bad egg.

Majority of the choices women make are centered towards pleasing their ego as she looks to appease her emotions more than her logic. You aren't ugly, she is just using you as a way to build herself up in her own mind to escape her insecurities. She is controlled by her emotions, so 5/10 times she will choose instant gratification over delayed gratification. Aka rejecting you for a quick dopamine hit vs taking the time to get

to know you. Now that you know this you can stop judging yourself as much when you face rejection. You will approach women with less anxiety because now you don't take it so personal & think something is wrong with you whenever a girl is rude. Which most hot girls are rude & entitled because of constant ego strokes they get from instagram likes and other men.

# Law #5

# - Women don't date men better looking than them

If you've been paying attention over the last few years you'll notice a lot of ugly ass dudes are dating hot ass girls. You'll be sitting there wondering… how on god's green earth did he get her. The reason for this again.. Is women's egos. You see, some women don't want love, they want the upper hand. They want to be the star of the show, the one in charge of the relationship. This is due to the increase of the disease of feminism and women desiring to be masculine. These women seek power instead of companionship because they have been brainwashed into thinking it will make them happy.

On the other hand, women who have been heartbroken by the alpha will do this because they believe that the nice and not as good looking guy will never cheat on or hurt her. She will date betas until she realizes that he does not fulfill her needs. Yes these men treat her very well but these relationships are BORING. She wonders why she can't feel the same spark she felt with the uncontrollable alpha with the nice beta. She is unconscious of her addiction to drama and chasing after the man other women want.

When the bad boys break their souls, they go to the good guys who act as a temporary comfort while she heals from the heartbreak of an alpha. She will stay in a relationship with a beta until going back to the alpha for more… repeating the same cycle over and over like a snake eating its own tail. The circle continues until she realizes her own infatuation with trying to control an uncontrollable man.

# Law #6

## - Acknowledge her attraction to you

One of the best things you can do when you are with a girl is to tease her when she shows signs that she likes you. This is a way of breaking the ice and making it clear to her that you can read her like a book. Pretend you notice her checking you out. Make a comment about it. “You must like what you see”. This does multiple things. One you are reaffirming to her own mind that she does indeed like you, making her subconsciously give into these feelings of attraction. Second she sees you pointing it out as being extremely confident. You are not scared to stroke your own ego in front of her. This goes back to law #1 where you are programming her mind to view you as high value. Programming her to feel comfortable in expressing her attraction towards you.

Third, she sees that you are able to notice the small hints that she gives off to show her interest. Women never directly show interest, they do it subliminally and if you are able to recognize these hints then she starts to think “damn he must have other girls giving him these signs all the time if he knows how to spot them”. All women are turned on by the thought of being with a man other women want. Being with a man who has fucked a lot of other women because this means he will be good in bed.

Women don't want to have to be direct with their interests, they want to be seduced. So you must break the ice for her or else she will hide her interest for you till the ice caps melt. The sooner you make it known that you know she wants you, the less she will try to hide it and instead start to act on it.

# Law #7

# - She'd rather be miserable than bored

This law highlights some of the deepest levels of female nature. We will discuss later in this book on the theory that women enjoy feeling negative emotions just as much as they do positive ones. I say this to be able to make this law's title make more sense. You see, men are the adrenaline junkies but women are addicts to high spikes of dopamine too. Often you will watch girls complain about their toxic ex but simp over him till the world ends. This is because he is unpredictable, he keeps her guessing, he keeps her crying, he keeps her chasing and this is more fun to her even at the cost of getting hurt. Women love drama, it is a drug to them and they want their love life to feel like the movies. No movie is a good movie without some ups and downs.

She will break all her rules for the guy who gives her this rush of intense emotions. Some women will try to hide from this reality and date men who are the safe choice. Yet they always end up bitching at these men 24/7. You'll notice this with married couples. A woman will marry a beta after ODing on the emotional carousel an alpha puts them through. Couples like this will either get divorced or just have a sexless marriage.

Women who are self aware on the other hand will leave the alpha, date the beta, realize he is BORING and then go right back to chasing after the roller coaster like experience that is the alpha. Most women would even rather share an alpha with other women than face the mundane lifestyle of dating a beta. What you need to take from this is not to be afraid to cause a little drama with her sometimes. She desires it, most men just think like men and cant understand that women are masochists. This is why she performs so much better in the bedroom after a fight. Arguing with you turns her on, rough sex turns her on, and this can only be accomplished by building tension through arguing.

# Law #8

## - Talk more with your eyes than your mouth

We have all heard the saying “the eyes are the window to the soul”. This quote could not hold any more truth. When you learn how to talk with your eyes you unlock a side to women that the majority of men never will. You need to google the “1000 yard stare” and master it. What it entails is basically imagining that you are trying to stare 1000 yards through and past her eyes. This will cause her to crumble inside as you are holding eye contact in a way the majority of men are too shy to do with her. Doing this displays confidence and dominance. There is no way for me to put into words what it does to a female when you soul gaze with your eyes. It just triggers something within her that has never been activated before. I use this stare when talking to women to turn them on and make them feel a deep sense of intimacy.

Another way to make use of her eyes is to talk indirectly with them. For example, when she is talking to you I want you to stare at her lips for 2-3 second intervals. She will notice when you break eye contact to stare at her lips. In her mind she will know you are signaling that it is time to make out but without you actually saying it she can't actually confirm that it's true. I've found that doing this is one of the fastest way to get a girl to kiss you for the first time. It fucks with her head and shows how confident you are to blatantly stare at her lips as shes talking. You can also look her up and down like she is a piece of meat to be eaten as she is talking. Not all men will realize the power in this until they go test it themselves. So don't be quick to think doing this is cliche.

# Law #9

## - Always say less than necessary

To start, I want to clarify that this law is subjective. It is mainly for when talking over text and when she is mad at you. The reason I say to say less than necessary over text is for multiple reasons. One is because your goal shouldnt be to text her but to get her to come see you face to face. Men who text a girl all day everyday eventually push her away because he is feeding her constant attention 24/7. When In truth she needs to have time to miss you. Her time away from you is when her mind is allowed to run. She will become lost in her thoughts and start to stress if you are talking to other girls, if you are losing interest in her etc and this encourages her to simp over you.

Second. You can't spit game over text, I don't care what anyone tells you. This is true because there is no tone of voice or facial expressions involved over text which is 60% of how proper game is conveyed. She needs to hear your voice to feel your words. Text is so emotionless and women are emotional creatures. You cannot make her feel emotions as strongly over text. So you are only hurting yourself the more you talk to her through a screen rather than face to face.

Lastly, men who argue with women do not understand women. When was the last time talking common sense to a woman ever worked? She cannot be rational when she cannot think beyond what she feels. Her emotions will overpower her logic leaving you pretty much trying to rationalize with a wall. You will never get anywhere talking to her when she is upset so just shut up. Let her calm down and she will eventually fall back into your frame.

# Law #10

# - Make her feel not think

If there is any law you should reread over and over until it sticks in your mind it is this one. Men fail with women because they try to persuade her mind instead of making her feel something. Thinking that if he presents a logical reason for her to be with him, she will. He fails to realize he cannot make her think her way into liking him, he must make her feel her way into liking him.

Once again… women are emotional creatures. You have to stop thinking in terms of how YOU are attracted to women but instead how women are attracted to men. Men gain attraction through logic. Men spend their time contemplating what life would LOOK like with her. Women spend their time contemplating what life would FEEL like with him. You'll see men with money and status still fail terribly with women because he thinks she follows reasoning. He fails to realize that women don't pick the man who is the best option, they pick the man who makes them feel the most.

This ties into earlier laws on how women treat emotions like drugs. She is searching for the man that feels like an escape from her mind, not the man who makes her think. Don't concentrate on what you can provide for her materialistically but emotionally. Mens emotions are created by how they think, women think based on what they feel. If you wish for her to think about you in a sexual or intimate way you must make her feel it first and than this will cause her to think about you more. This law is harder for most men to comprehend because they have to step out of the masculine frame and into the feminine. If you want to attract females you have to think like a female and this is paradoxical to a way a man's mind works.

# Law #11

## - She is unconscious of her own nature

The types of men women complain about are always the men they will continue to date. She complains about these men because her ex was one of them and instead of realizing her attraction to “toxic” men she will complain and bitch instead. Women all love the emotionless bad boy but then they will sit and say “ I just want a nice guy who is in touch with his feminine side”. You know who gets cheated on? The guy who shows his emotions. Yet women will preach for days how much she wants an emotional man. What a woman thinks and says she's attracted to is completely different than what she is actually attracted to.

She'll cry her eyes out over a guy, swear on her life she'll never text him again, but then a few days go by… and you know what happens? He texts her to come over and she is on her way over within minutes as if nothing ever happened. Another example is that women say they hate misogynists but why do they all go for the guys who think he's better than her? Because she can't be submissive to an equal, she will only submit to the man she looks up to. But women have been brainwashed by feminism and that the idea of being submissive is a form of oppression. Even though deep down she craves nothing more than finding a dominant man to submit to. This brainwashing has caused her mind to be at war with her nature but her nature will always win.

Do not be afraid to show a woman that you think you are stronger, a better decision maker, and smarter than her. Women who aren't brainwashed may get mad at you for a min… but then her biology will kick in. Remember, you aren't being misogynistic, you are being realistic.

# Law #12

# - Don't be her friend

You know the girls who say "I only have guy friends because women are too much drama". This is true but you need to understand that she has no female friends because she is masculine and her feminine counterparts have rejected her. She isn't friends with males by choice. It is because females don't want to be friends with her. For the same reason, only beta and low value men befriend women as masculine men do not wish to associate with them.

Women see men they don't want to date as a resource, not a companion. They will only have male friends to use them for free attention & utility. So if you're a guy who's proud that he has "female friends"… you're really just being used. As a man you should not be spending your time with women you are not fucking. They will program you to be feminine as you are engaging in female topics of conversation. Only gay guys befriend women. If your reasoning behind having female friends is that they will introduce you to other women. Then that is just sad. You don't need a woman to get you other women, you don't need her to fish for you. You need to learn how to fish for yourself. No playboy is asking a girl to wingman for him, he is wingmanning for himself. He is approaching girls himself.

A young man should be only surrounding himself with other men who are on a mission to succeed in life. You become whoever you surround yourself with. You shouldn't even be friends with low value males yet alone women as the people you associate with will program your subconscious mind. Either be lonely or only surround yourself with winners.

# Law #13

## - No woman is truly ever single

To begin, please understand that this law is one a lot of men will have trouble digesting. Especially the ones who have a girlfriend. You see women love opportunistically, they follow hypergamy. Women are always seeking the best man they can obtain under any circumstances. As a certified playboy I am here to tell you the dark side to female nature. The majority of girls who check other men out are the ones with boyfriends. I cannot tell you how many times I have been at the gym or a bar and a girl who is with her boyfriend will not stop looking at me. She will wait till his back is turned and then give glances. This is because the majority of women who are in relationships aren't actually in love. They're just using a man as a placeholder to fill the void of loneliness while they search for an alpha.

Women cannot handle life alone, so they will either date or sleep around and have a roster of guys they go to for sex and attention. Society wants you to think that men are the ones who cannot go long without sex but in reality it is women. She is always fucking someone no matter what. Women are incapable of being alone because they have a biological need for attention and intimacy. She needs physical touch or she will start to go insane. There is no such thing as virgins anymore, especially in the west. These women are more insecure than ever so they're sleeping around more than ever. How many times has a girl told you her body count was “6”. She will never say a number higher than 9 because all women deep down know that no one wants a girl with a double digit body count. Yet the majority of women will sing from the mountain tops that women should not be judged for their body counts. But who judges women the most for having high body counts? OTHER WOMEN. The first thing a woman says when she doesn't like another woman is that she is a slut. Women slut shame more than anyone but if they're the ones being shamed… you are evil.

The reality of this will depress you and you will start to contemplate if your girlfriend is loyal. Likely she is not because social media has made women addicted to

male attention. She has become so used to the validation of multiple men that no one man's attention is enough anymore. She needs it from multiple sources now, not just one. Unless you are the highest value man she has access to, she will eventually turn her head elsewhere. So focus only on yourself. Focus only on raising your value, this is the only way you will ever get a girl to be loyal.

# Law #14

# - Women hate men who understand female nature

Look at social media these days, these women lie to themselves constantly. She will preach for days about how she wants a good man but meanwhile she is going to the bar to find a new douchebag to fuck almost every week. But as soon as you call a girl out for this behavior all hell breaks loose. Women are pushing a narrative that men are trash when in reality they are attracted to trash. They refuse to face this reality so they lie to themselves. Some women are self aware enough to understand that she has certain dark tastes in men. But for the majority this is not the case.

Another reason behind the title of this law is that women don't like when you mansplain. They hate being told why and when they are wrong. They want you to cater to their illusions of reality so they can maintain the emotions they feel. Truth does not matter to women. They will bend the truth to suit how they desire to feel. For example, women will tell a fat girl she is beautiful the way she is to her face but in her mind she is judging this girl. This highlights how women will lie to each other, pretend to be each

other's friends, but behind closed doors they all hate each other. A man who will bring this truth to the surface immediately gets attacked by women. Women will go to any end to make sure their reputation is not damaged. She will have friends who are complete hoes, she knows they are hoes. But if a guy ever says one of her friends is a hoe she will scream bloody murder. You must be careful when talking to women as they cannot process the truth. All you will do is piss her off.

# Law #15

# - How to tell she is lying

To begin this law I want to reference back to law #8 as we talked about how the eyes are the window in the soul. She will show her guilt with her eyes. For example, if you ask her if she cheated on you and she cannot maintain eye contact during her answer then this is a sign of shame. You can pretty much determine if a girl is lying with the duration of maintained contact. Men even do this. A guilty person knows they are guilty and this guilt manifests in the eyes and body language.

The CIA also released statements that the eyes look up and to the right automatically when the brain is trying to recall information or remember something. The eyes will look up and to the left when someone is lying or using their imagination. Aka thinking of a lie to tell you. So anytime you are trying to get answers out of her, if she keeps looking over to the left. She is operating from the side of her brain that is thinking of a lie to tell you.

Lastly, anytime a girl is lying she will get angry. Have you ever asked a girl a question and she just gets mad as fuck instantly? She is mad at herself for getting caught but her nature is to play victim. She will start a fight and try to turn the argument on something you did wrong. Instead of taking responsibility for her actions, she will blame you. She will say that the reason she cheated is because you did something wrong. It is always the man's fault when a girl cheats but when a guy cheats it is always his fault. Funny how this works isn't it? So the next time you think your girl is lying look out for these signs as this law can save you time and money. Imagine not knowing this and

getting married only to get divorced and lose your house and kids to some lying ass woman.

# Law #16

# - She doesn't want to be saved

Every human alive possesses good in them but not all humans desire to be good. A lot of men will waste their lives on a girl they see potential in but that girl will never meet those expectations. You have to understand that our society is the worst it's ever been as far as love. Women are more promiscuous and masculine than ever. They still possess a feminine side but it is buried deep inside of her. You cannot waste your time trying to dig it out. Men with no options are the ones who will do this the most. They believe they can fix her and turn her into the perfect girlfriend they've always wanted. These men suffer the most in the end because their fate was decided the second they attached themselves to this girl.

The rise of feminism has turned the majority of women away from the traditional ways of life. They'd rather have a career than a family, a beta than a dominant man. The men who are still masculine don't have many wife types available to them anymore because women see dominant men as oppressors. You cannot fight her brainwashing, you will never win. You cannot date a girl just because she has potential. Only date women who are already the type of girl you want to be with because people rarely change. Even men, everyone is stuck in their programming.

Lastly you must understand that you have fallen in love with an image of her, not who she actually is. You spend all this time fantasizing about what she could be, that you put yourself into a state of illusion. You start to lie to yourself that she is more valuable than she actually is because you don't want to have to go through the trouble of finding a new girl. The brain will do whatever it takes to stop stress from occupying it. So it will create illusions to bind to. Understand that this is what we call lust. Become more self analytical of your feelings or you become a victim of this law.

# Law #17

## - Confidence determines what you experience

Your mind is more powerful than you realize, it will either create heaven or hell. The thoughts we think determine how we feel and how we feel determines how we act. You will never get the women you desire until you believe you are worthy. Self doubt is often a delusion presenting itself as reality. If you were to ask men why they are insecure, the majority of them wouldn't be able to find an answer. The fact that they don't even know why they aren't confident in themselves but continue to live a life of doubt shows just how little men stop to analyze the way they think and feel.

Depression isn't real. They say people have a chemical imbalance but emotions are a chemical reaction created by the brain. When you think a thought your brain tells the body to create the same emotion correlating with that thought. So if you keep having negative thoughts, you are telling your body to create negative emotions. After you do this for a while it becomes habitual. The body becomes the master instead of the mind as you are reacting to what you feel instead of realizing that what you feel is reacting to what you think. You must begin to monitor your inner dialogue to be able to reprogram your emotional state of being.

To do this you will need to think with intention, to deliberately speak only positively about yourself. Once you do this, your body will start to listen and produce equivalent emotions. You will never approach women or create healthy relationships from a place of self doubt. This is also why men with fame and money still get rejected by women. All these material things will still be overpowered by their self doubt. Just because you have a Ferrari doesnt mean youre still not afraid to go up and talk to a girl. A beta is still a beta with money. The only way you will ever be confident and reap the results you want is after you study psychology and begin to reprogram your mind.

# Law #18

# -Energy speaks before you do

I am going to ask you to expand your mind for this law as it is not for the low IQ. We learned in school that everything is made of matter. That matter is made of atoms that have a positive and negative charge. We call this energy and all human beings have a certain level of energy to them. You could call this presence. Point is that women can feel your energy before you even say a word.

In the pickup community they use the word “frame” constantly. The idea that you must fake your confidence and personality to fit what women want. This may work at times but it does not last because women are empathetic creatures who can pick up on energy easier than men. You cannot fake something you are not with women, they will see through it. This is why you must actually think and act like a playboy to get playboy-like results. If just faking it worked then more men would be getting laid but this is just not the case.

Have you ever just had this gut feeling about a girl? You don't know for sure that something about her is true but some part of you can just feel it? For example your girl is cheating or lying to you but you have no proof. Yet your intuition just keeps telling you that she is. This is because you are picking up on her energy. Think of two magnets, there is this invisible force that either repels or attracts them together. Humans work the same way. When a girl is not right for you, you will start feeling this repulsion. Women feel the same thing when a man is trying to fake his level of confidence and masculinity. What you must take from this law is that there are no shortcuts. You have to put in the work to become confident and it comes from results. You need evidence that you are the man you say you are to truly believe. And once you do, women will start to gravitate towards you. You cannot fake value, you must actually go out and obtain it.

# Law #19

## - Body language tells all

The easiest way to judge someone is by what they like, the car they drive, the music they listen to etc. It is the way they symbolize their personality through external attributes. Likewise, women decorate their bodies in the ways they think and act. For example, a girl with tattoos is likely to have a high body count because if she will take the risk to cover her body in ink, she is more likely to take risks with other things. Aka sleeping with random men. If her shoes are dirty she likely has a dirty pussy. You see women will project their trauma onto the way they dress. The body is a physical representation of the mind.

Her thoughts manifest through body language as well. When she is nervous she touches her hair, when she is anxious she crosses her legs, when she is mad she crosses her arms. There are a million ways to read a girl's mind when you realize that she expresses her thoughts physically. Her body language will tell you everything you need to know the more you pay attention and become familiar with these patterns of expression.

# Law #20

## - Never say I love you first

One of the biggest mistakes men make is not allowing the girl to chase after them.

Women desire the chase more than the catch. Men love sports but to women, men are her sport. It is no fun for her if you give yourself to her before she has to earn it. She wants the man that allows her to submit but she cannot do this if you submit first. The idea of falling in love is the FALLING part. She can't get lost in her emotions when she knows for certain that she has you on lock. There has to be some mystery to the way you feel about her for her to stay chasing. Imagine if you were going to make an offer to buy a home and before you even make the offer, the seller says yes. In your mind you'd wonder why they are so desperate to sell this house. You'd think that maybe no one else wants to buy it or something is wrong with it. Men who say I love you first make her feel this way. She is the feminine one, the one who is supposed to submit first. This is how love forms so you are only hurting yourself when you do not bite your tongue. Yes you may love her but dont fucking tell her this! Wait for her to beg for it, wait for her to beg to be your girlfriend. This is the only way she will submit to you.

"Women want to feel like they have to overcome obstacles to win a man's heart. They crave the challenge of capturing the interest of a man who has other women competing for his attention, and eventually prevailing over his grudging reluctance to award his committed exclusivity. The man who gives his emotional world away too easily robs women of the satisfaction of earning his love. Though you may be in love with her, don't say it before she has said it. Show compassionate restraint for her need to struggle toward yin fulfillment. Inspire her to take the leap for you, and she'll return the favor a thousandfold." - Chateau Heartiste

# Law #21

# - Never make her your top priority

Women cannot respect a man who wants to spend all his time laying in bed with her. She will enjoy it during the honeymoon phase but after a while she will start to see that you don't do shit with your life. That you hang out with her more than you work on making money or building your value. She loses respect for you the more you disrespect how you use your time.

Women want to live through the man they are with and they can not do that if you have a boring life. She wants the man who puts his goals before any girl as he is not a simp. He can go find a new girl but he can't just replace years of his life and opportunities to make money. No girl will last long with the guy who looks forward to leaving work to spend time with her. You're supposed to be the provider and all you're doing is chilling. How can she respect that? She cannot love a man she doesnt respect.

“Forget all those romantic cliches of the leading man proclaiming his undying love for the woman who completes him. Despite whatever protestations to the contrary, women do not want to be “The One” or the center of a man’s existence. They in fact want to subordinate themselves to a worthy man’s life purpose, to help him achieve that purpose with their feminine support, and to follow the path he lays out. You must respect a woman’s integrity and not lie to her that she is “your everything”. She is not your everything, and if she is, she will soon not be anymore.” - Chateau Heartiste

# Law #22

# - Don't play by her rules

“If you allow a woman to make the rules she will resent you with a seething contempt even a rapist cannot inspire. The strongest woman and the most strident feminist wants to be led by, and to submit to, a more powerful man. Polarity is the core of a healthy loving relationship. She does not want the prerogative to walk all over you with her capricious demands and mercurial moods. Her emotions are a hurricane, her soul a saboteur. Think of yourself as a bulwark against her tempest. When she grasps for a pillar to steady herself against the whipping winds or yearns for an authority figure to foil her worst instincts, it is you who has to be there… strong, solid, unshakeable and immovable.” - Chateau Heartiste

Women are not meant to lead and when men allow them to, they lose their femininity and become masculine. Women are irrational creatures powered by emotion, not logic. So anytime you allow her to make decisions for the relationship you are basically handing a child a bomb. Men represent order, women represent chaos. All societies that allowed women to make laws or be in charge fell fast and they fell hard. It

is just not within her nature to make tough decisions that require analyzing both sides of the coin. Women cannot think beyond what they feel so you must be her guide.

In today's society we are seeing men give their power away to women because women say they want power. But the repercussions are only just beginning to manifest. Deep down women dont want to make decisions, they just think they do because of the rise of feminism. In reality she just wants to sit inside and drink a cocktail while you do the taxes, not the other way around. Men serve a specific role and so do women. But as soon as a man allows a woman to make the rules he is sentencing the relationship to a chaotic ending.

# Law #23

# - Only say sorry when necessary

Anytime you apologize to a woman you are giving your power away and she will not hesitate to use it against you. Have you noticed that the times you have apologized for something, she brings it back up to use whatever you apologized for in a future fight? Apologies are ammo in her gun. You are falling into her frame every time you do this. You cannot allow her to believe you are wrong about anything. She will start to view you as incapable. Some women will even try to get you to apologize even when they know you did nothing wrong to test if you are a pushover.

Never allow her to believe that she is smarter than you. She may wish she was right for certain arguments but deep down she wants the man who is always right because this means he will be a good leader and father.

“Do not say you’re sorry for every wrong thing you do. It is a posture of submission that no man should reflexively adopt, no matter how alpha he is. Apologizing increases the demand for more apologies. She will come to expect your contrition, like a cat expects its meal at a set time each day. And then your value will lower in her eyes. Instead, if you have done something wrong, you should acknowledge your guilt in a glancing way without resorting to the actual words “I’m sorry.” Pull the Bill Clinton maneuver and say “Mistakes were made” or tell her you “feel bad” about what you did.

You are granted two freebies *"I'm sorry*s for the life of your relationship; use them wisely." - Chateau Heartiste

# Law #24

# - Take irrational amounts of action

What the reader must understand is that I can only give you the mindset for success with women but you must be the one to put it into practice. No amount of knowledge is going to overpower your self doubt. Confidence equals comfort and comfort only comes after doing something so many times that you no longer fear it. You must take what you learn from this book and put it into action. This is the only way you will be able to no longer be controlled by your emotions.

Some men will still wonder "where are all the pickup lines and strategies to get girls in this book". What they fail to realize is that there is no such thing as game. In reality you will just stop giving a fuck less and less the more you talk to girls. After this they will feel your emotional detachment, making them see you as a man with a lot of options. You will realize that all you've ever needed to do is be yourself. Women don't desire men that are only alpha, you must be weird, funny, genuine, and loving as well. Men are brainwashed into this idea of being alpha when no one really even knows what that means. To me it means being yourself unapologetically no matter what others think of you. Women don't care what you say, they care how you say it. You can be a complete nerd but as long as you own it, you are proud of it, women will respect you for it.

Men get so caught up in trying to say all the right things that they forget that they are talking to another human being. Not a robot, and this stops them from taking action. They become stuck within analysis paralysis. The girl is either going to like you or she isn't. The men who pretend to be someone they are not may attract her for a while but eventually it will fall apart the more she realizes you've been pretending to be someone you are not.

Deep down women just want a man they are comfortable being themselves around. The more you come out of your shell, the more you allow her to do the same. You cannot wait for her to express herself, she will only do this after you do. She follows your lead. So I ask you to go take massive amounts of action so you can realize that you don't have to pretend to be someone to get girls. You will realize that many women will love who you are, you just have to love who you are first.

# Law #25

# - Never be afraid to lose her

Women are like cats, the more you chase them the more they run away. But when you just sit there calmly they come up and see you. The more you show her that you're afraid of losing her the more she will start to think you're unhappy and desperate. She desires the man who needs no one to be happy. If you aren't willing to show her the door when she misbehaves then you are programming her to walk all over you. You must set boundaries from the beginning and not hesitate to enforce them.

Women are like children, they will test to see how much they can get away with. The more you allow her to disrespect you the more she will. Eventually she will realize you are a pushover and leave you. Never bend your knee to please her. Love forms from respect so before you seek love from her you must make her respect you. I see so many men avoid disciplining their girl or threatening to leave her simply because they want to avoid an argument. All they are doing is giving their power away. Stop making excuses for her actions and show her that she will not be in your life unless she meets these standards

Deep down all women want to be treated like a little girl who gets told what to do by a dominant figure. This is why women call their boyfriends “daddy”. She wants you to replace the role of her father, not be her equal. She must know you are a man who will just go find another girl if she doesn't listen. Men think they will push her away if they do this and sometimes they will but that just means she was never that serious about you in the first place. This saves you time and heartbreak. The faster you convey the rules to being with you, the faster she will either leave you or submit to them. You are basically

training a dog as bad as that sounds. Reward good behavior, discipline bad behavior. Otherwise she will never love you or be loyal. Why would she? She wants a man, not an equal. She will only respect you if she looks up to you.

"You must not fear. Fear is the love-killer. Fear is the ego-triumph that brings abject loneliness. You will face your fear. You will permit it to pass over and through you. And when your ego-fear is gone you will turn and face your lover, and only your heart will remain. You will walk away from her when she has violated your integrity, and you will let her walk when her heart is closed to you. She who can destroy you, controls you. Don't give her that power over yourself. Love yourself before you love her." - Chateau Heartiste

# Law #26

# - Golden ratio

"Give your woman 2/3 of everything she gives you. For every three calls or texts, give her two back. Three declarations of love earn two in return. Three gifts; two nights out. Give her two displays of affection and stop until she has answered with three more. When she speaks, you reply with fewer words. When she emotes, you emote less. The idea behind the golden ratio is twofold — it establishes your greater value by making her chase you, and it demonstrates that you have the self-restraint to avoid getting swept up in her personal dramas. Refraining from reciprocating everything she does for you in equal measure instills in her the proper attitude of belief in your higher status. In her deepest loins it is what she truly wants." - Chateau Heartiste

What you must understand is that relationships are a power struggle. One person will always want or need the other more than the other. Women cannot love a man that loves them more than she loves him. It is simply not within her nature. You will notice that the more you text a girl the shorter her replies get. The more you show a girl you love her the more she retracts her love. It is an ego thing, all humans desire what is rare as rarity is parallel with value.

This doesn't mean to be a robot and never show emotions or talk. It means to not fall into the feminine frame of caring about love more than she does. As a man it is your duty to fall in love with your purpose. As a woman it is her duty to fall in love with her man. Women don't have hobbies like men do. Men are their hobby. The less you pursue women the more they will pursue you because you are living within your masculine imperative. Which is to build an empire and conquer the world. To become a leader, a man of value. You will stop simping when you realize women won't make you happy. Only challenge and conquest make men happy. We are builders, we are creators, we are thinkers. If you do not desire to find your true purpose in life you will always fail with women. As you are living within the feminine frame, not the masculine.

# Law #27

# - Dark side to being a playboy

Men think being a playboy and getting a ton of women is all sunshine and rainbows. I am here to tell you that it is not. When I was fucking 1-3 new girls a week, it was the saddest time of my life. I was using women to validate my own self worth. I was trying to fill a void within me with pussy. Failing to realize what I needed most was love and respect from myself. You see women will not make you happy or confident, they can add to it but they're not the cure. You will realize this only after you have experienced abundance with women because you will reach a point where you realize none of it is making you happy. I teach all of this not so you can fuck hoes but so you can decipher a hoe from a wife. You will never know the difference between love and lust until you have been with enough women to tell the difference and become aware of certain truths to female nature.

Second, being a playboy brings out the dark side of women. When a woman is obsessed with you she will go crazy. Weve all heard of a girl slashing their mans cars tires etc. but some women will create fake sexual assualt accusations against you when they feel like you just used them for sex. Or that you wouldn't date them after having sex

with them. You have to be aware of how crazy women are. When they are in love with you and you refuse to date them, some of them will have no end to how far they will go to seek revenge. If you are not careful you may just ruin your life just because you wanted some pussy.

Third sex is spirtual in nature, it literally creates life. It is not something to be taken lightly. Sex = S.exual E.nergy X.change. When you sleep with a girl, your soul's energies SWAP. If you have sex with depressed women, you are taking in all that depressive energy. You will then become depressed. Her emotions are transmitted to you through sex. This is why sometimes when you have sex with a girl, you feel drained after and other times you feel great. You must be aware that demons use beautiful women to attack you. Just like in the movie the matrix, the woman in the red dress is really an agent/demon. Using beauty to distract neo. The devil will send beautiful women into your life just to lower your vibration. To lower your state of consciousness. This may sound crazy to men who don't understand frequency and vibration but if you are not careful… sex can used to attack you spritually.

Lastly, having a high body count will desentize you to love. The more women you experience the less they can make you feel anything. This is why a woman's body count matters so much but the same goes for men, just not at the same level. Multiple partners ruin your ability to pairbond. You can no longer create deep relationships with others because you have devalued love and sex. Think about when you experience things for the first time. That is when they are the most intense and enjoyable. But after you do it 100s of times it is no longer as fun. This goes for all things, your tolerance to stimulation rises the more you do it. This is why girls with high body counts are incapable of love. Theyve been with so many men that sex no longer has any meaning and sex is the bridge to love. You must stay clear of these women but you must also realize that fucking every hot girl you see will slowly start to remove your own ability to feel love. That puppy dog love will no longer be obtainable because youve been with so many women that no woman is ever enough now. You see no woman exists that is so different from the rest that she will change your life completely. So understand that you may not need sex as much as you think you do. What you really need is a reason to wake up in the morning and good friends around you.

# Law #28

# - We all start as simps

This law piggybacks off of the last. You do not want too many sexual partners but at the same time you dont want too little. We've all seen the guy who falls in love with a hoe because she is the only girl he's ever slept with. We all start as simps because it takes experience to take women off the mental pedestal we put them on. Also when you have little experience with women you are more desperate. Men will date any girl they can get because it's better than being alone. So they will fall in love with hoes and low value women.

Experience is the cure to codependency. You become more selective when you understand the difference between love and lust and high vs low value women. The man who has little experience can't tell the difference yet as he has no way of comparing low value women to high value women. If this is you, you should not feel bad though because all men start here. No man is born a playboy with game and confidence. These are skills that have to be developed. Most men get heartbroken once and then they judge themselves which stops them from growing. They start to compare themselves to other men while they fail to realize these men were once simps too. I WAS ONCE A SIMP, but the difference between playboys and betas is that playboys never gave up. They kept putting themselves out there and after a while they gained social and speaking skills. They gained confidence and respect from themselves by never talking negatively about themselves. They understood that if they keep learning and working at it that eventually they would obtain the life they desire. You are a playboy in the making, that's why you choose to invest in this book. Because you haven't given up on yourself and that's a beautiful thing. You're on your way brother. I am proud of you, I just hope YOU are proud of yourself.

Many dark truths were expressed in this book, some of which are hard to digest. This is the curse that comes with knowledge. Truth is often darker than it appears but there is always light at the end of the tunnel. Understand the truths expressed in this book so you can take back power over your mind and dating life. If you want to go deeper into these topics then schedule a 1 on 1 call with me. I wish you the best brother, you are capable of anything you set your mind to.

- Playboy